

# LOOK WHO'S TALKING

Using Earned Media to Start a  
Civic Conversation

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# WHAT IS EARNED MEDIA?

- ▶ **Not “paid”**
- ▶ **Paid** (i.e. advertising): Publicity that you pay to distribute.



# WHAT IS EARNED MEDIA?

- ▶ **Earned:** Publicity that others distribute for you.
  - ▶ Press releases
  - ▶ Events
  - ▶ Speaking engagements
  - ▶ Op-eds
  - ▶ Letters to the editor
  - ▶ Broadcast appearances
  - ▶ Photos!

**FOR IMMEDIATE RELEASE**

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**Officials urge parents to share "5 to Drive" tips with teens**

*Teen Driver Safety Week is October 18-24*

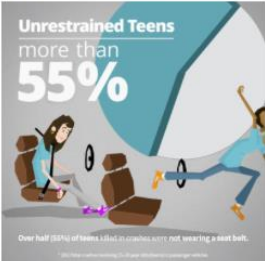
**BATON ROUGE, La. --** Parents: Talk with teen drivers about the rules of the road. That's the message the Louisiana Highway Safety Commission and the National Highway Traffic Safety Administration are promoting as part of National Teen Driver Safety Week's "5 to Drive" campaign.

"Be firm about expectations. Whether it's inexperience, risky behavior or other factors, teen drivers tend to have a higher crash rate than drivers in other age groups. They need your example and guidance," said [Louisiana Highway Safety Commission](#) Executive Director John LeBlanc.

He said NHTSA's "5 to Drive" campaign gives parents the tools they need to start discussions and keep their children safe.

According to [NHTSA](#), motor vehicle crashes are a leading cause of death for U.S. teens, ages 15-19. In 2013, 2,614 teen passenger vehicle drivers, ages 15-19, were involved in fatal crashes. In [Louisiana](#) that same year, 41 drivers ages 15-20 were

**Unrestrained Teens**  
more than  
**55%**



Over half (55%) of teens killed in crashes were not wearing a seat belt.

Source: NHTSA's "5 to Drive" Campaign. Click [here](#) for more images.

# WHY USE EARNED MEDIA?

- ▶ **It's No. 1! 84%** of consumers say they trust it above all other advertising.
- ▶ “Owned media” is No. 2 with 69%

Nielson, September 2013



## LHSC Earned Media Schedule – 2015-16

### OCTOBER

*Social media\**  
Halloween release  
Nat. Teen Driver week rel.  
Safety Summit  
2013 Crash Data release

### NOVEMBER

*Social media\**  
Belt ~~and~~ support wave  
Bayou Classic release/advisory

### DECEMBER

*Social media\**  
Drive Sober/Drugged Driving  
New Year's DWI release

### JANUARY

*Social media\**  
New year safety op-ed  
Rail grade release  
~~Superbowl~~ release

### FEBRUARY

*Social media\**  
Drugged Driving rel.  
Mardi Gras release  
Mardi Gras op-ed  
Mardi Gas VNR

### MARCH

*Social media\**  
Teen driver op-ed  
St. Patrick's Day release  
DWI awards release  
DWI VNR

### APRIL

*Social media\**  
Distracted driving release  
Motorcycle release  
Prom/graduation rel.  
BUIYT press event/rel.

### MAY

*Social media\**  
Cinco de Mayo rel.  
Bicycle release  
Kids out of school rel.  
CIOT press event/rel.

### JUNE

*Social media\**  
Hot cars (heatstroke prev.)  
Pedestrian safety  
Summer travel release  
July 4<sup>th</sup> ~~and~~ Wave rel.

### JULY

*Social media\**  
Speed release  
OP use survey Op-Ed  
New laws release

### AUGUST

*Social media\**  
Back-to-school release  
National Stop on Red op-ed  
Seat belt survey release  
Drive Sober event/rel.

### SEPTEMBER

*Social media\**  
Football tailgating release  
Child safety seat Op-Ed  
Final Report

TIMED TO COINCIDE WITH  
CURRENT EVENTS,  
INCIDENTS, HOLIDAYS,  
SEASONS

# HOW TO ENGAGE THE MEDIA/PUBLIC

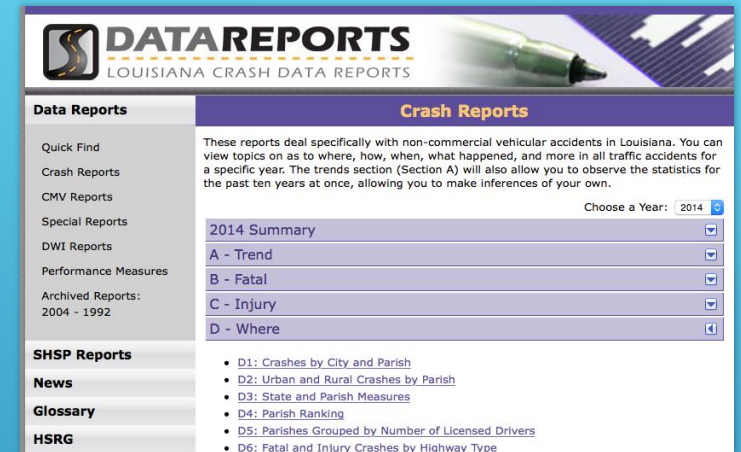
- ▶ Think about the reader/viewer.
- ▶ Tell your story.
- ▶ Get as close to home as possible.
  - ▶ Statistics
  - ▶ Examples
  - ▶ Attitudes





# ALL STATS ARE LOCAL

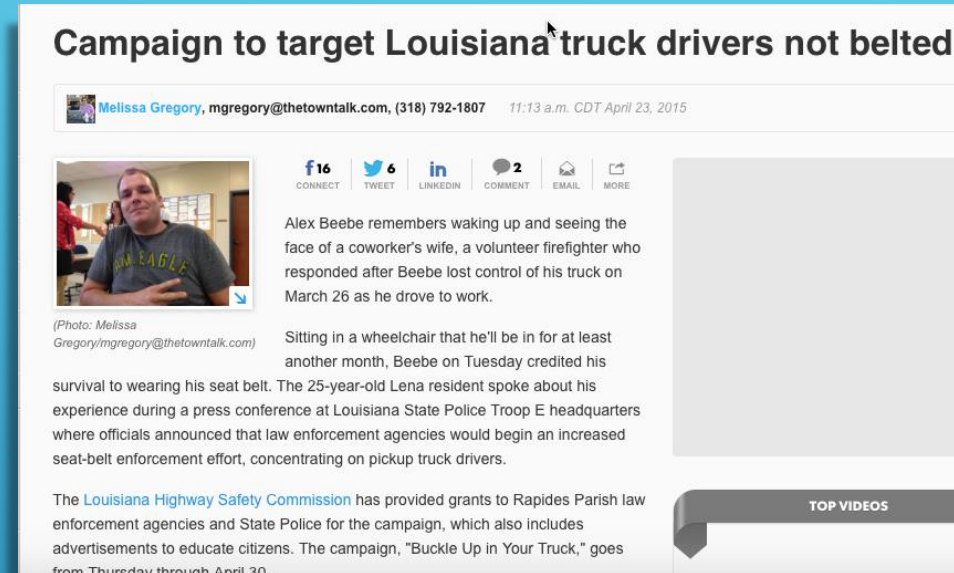
- ▶ What is your region's seat belt use rate?
- ▶ What's the rate for pickup trucks? Rear seats?
- ▶ What is your parish's fatality rate? How does it compare to the state? How has it changed?
- ▶ How many alcohol-related fatalities did your parish have? How has this changed?
- ▶ What about youth fatal alcohol-related crashes?
- ▶ Is there a roadway in your area that seems to have a lot of accidents?



LSU Highway Safety  
Research Group

# THE HUMAN ELEMENT

- ▶ Collect stories
- ▶ Keep details from crashes you worked or heard about
- ▶ Jot down impressions
- ▶ Keep files of photos



Alexandria Town Talk  
April 23, 2015



# HIGHWAY SAFETY ISSUES ATTITUDINAL SURVEYS SHOW PROGRESS

- ▶ 20% of licensed drivers surveyed in 2015 were UNAWARE that La. law requires seat belts in rear-seats.
- ▶ Up from 26.2% in 2013 and 1/3 in 2012.

# OWNED MEDIA

- ▶ Websites

- ▶ Social media



# EARNED MEDIA TOOLBOX

- ▶ Relationships
  - ▶ Media list
    - ▶ Familiarize yourself with reporters, media outlets
    - ▶ “Follow” them (through social media, by consuming news)
    - ▶ Access to good information
    - ▶ Steady stream of news (“life and death”)
- 
- Several white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

# TELL YOUR STORY !

## State Police Troop C digital billboard focuses on safety



Local law-enforcement officers pose today at the unveiling of a new traffic safety billboard at State Police Troop C headquarters near La. 24 and U.S. 90 in Gray.

Chris Heller/Staff

By **Bridget Mire**  
Staff Writer

Published: Wednesday, October 14, 2015 at 8:44 p.m.

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## Cops will issue T-shirts to north shore students 'caught' wearing seatbelts; design contest underway



Covington police officer Jimmie Slade catches a T-shirt to give to Covington High School students wearing seatbelt on Monday, May 5, 2014 as students drove out of the student parking lot. Student drivers wearing seat belts got t-shirts that read "I not caught by Covington Police wearing my seatbelt," while drivers not wearing seat belts were lectured on the

Sponsored by: SPONSORED BY **Mf.**  
MIGNON FAGET

PUTTING  
LOUISIANA  
FAMILIES  
FIRST

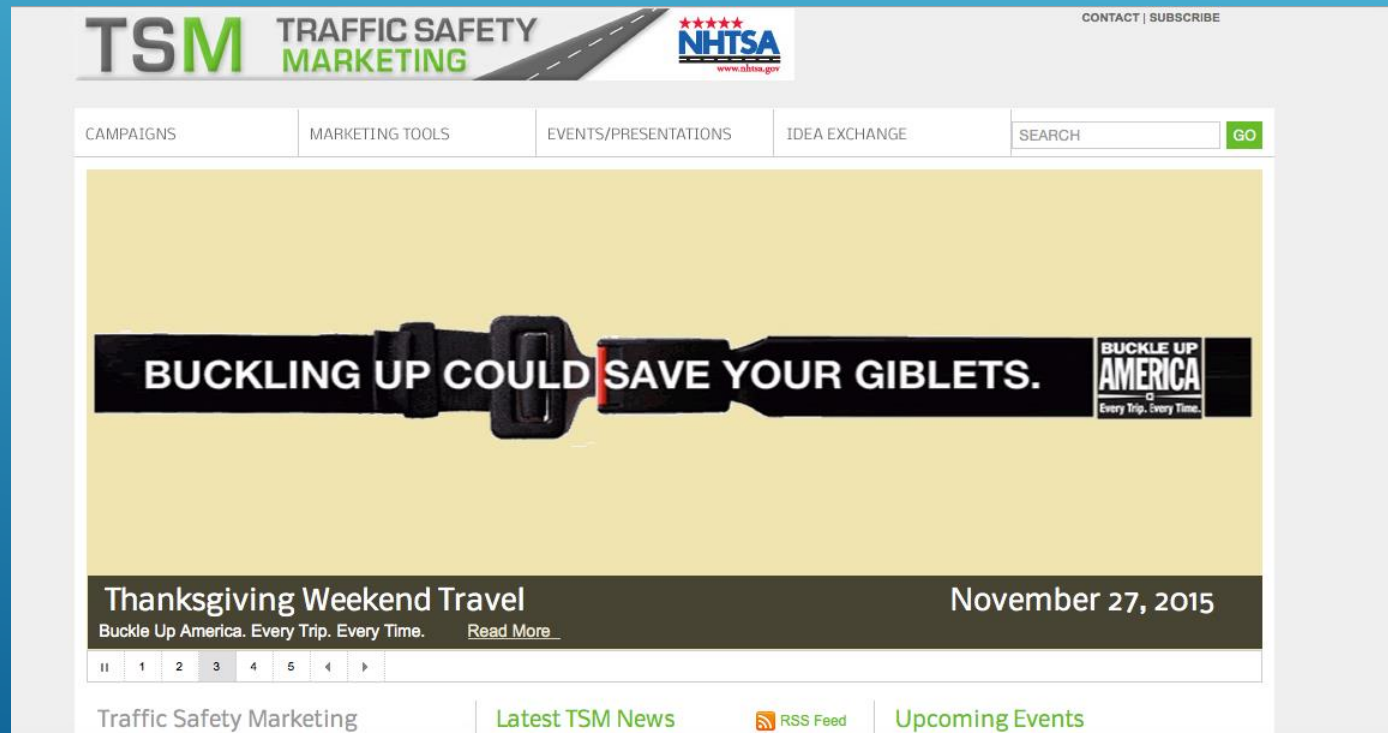


NOLA.com

Houma Courier

# Resources

TRAFFIC SAFETY MARKETING:  
[HTTP://WWW.TRAFFICSAFETYMARKETING.GOV](http://www.trafficsafetymarketing.gov)





# NHTSA FACT SHEETS: [HTTP://WWW-NRD.NHTSA.DOT.GOV/CATS/LISTPUBLICATIONS.ASPX?ID=1&HOWBY=CATEGORY](http://www-nrd.nhtsa.dot.gov/cats/listpublications.aspx?id=1&howby=category)

The screenshot displays the NHTSA Data Resource Website interface. At the top, the NHTSA logo and mission statement are visible, along with the NCSA logo and the text 'DATA RESOURCE WEBSITE CUSTOMER AUTOMATED TRACKING SYSTEM'. A navigation bar includes links for 'Pubs/Data Requests', 'FARS Data Tables', 'Query FARS Data', 'State Traffic Safety Info', and 'Help'.

Below the navigation bar, a section titled 'VIEW PUBLICATIONS BY CATEGORY' lists various topics in two columns. The first column includes: 15 Passenger Vans, Age, Air Bags, Alcohol/Alcohol-Impaired Driving, All Terrain Vehicles (ATVs), Antilock Brake Systems, Auxiliary Files Manuals, Backing Crashes, Backover & Non-Crash Events, Belt Use, Bicyclists/Pedacyclists, Booster Seats, Brochures, Brochures/Pamphlets, CODES, Cell Phone Use, Child Safety Seats, Children, Crash Type/Crash Information, Crash Worthiness, Cyclists/Pedacyclists, Driver Distraction/Electronic Device Use, Driver Information, and Driver License Status. The second column includes: Model Minimum Uniform Crash Criteria (MMUCC), Month/Day/Time, Motorcycles, NEW Data Release, NMVCCS, National Auto, National Auto, National Child, National Occu, National Surve, Non-Crash Chi, Nonoccupants, Not in Traffic, Occupant Prot, Occupants, Older Populati, Other Informa, Pedestrians, Quick Facts, Race/Ethnicity, Rates, Regulatory An, and Regulatory Ev.

Overlaid on the right side of the screenshot is a preview of a 'Traffic Safety Facts' fact sheet for 'Alcohol-Impaired Driving'. The fact sheet header includes the title 'Traffic Safety Facts' and '2013 Data'. Below this, it shows the date 'December 2014' and the document number 'DOT HS 812 102'. The NHTSA logo is also present. The main title of the fact sheet is 'Alcohol-Impaired Driving'. The text explains that drivers are considered alcohol-impaired when their blood alcohol concentrations (BACs) are .08 grams per deciliter (g/dL) or higher. It states that any fatal crash involving a driver with a BAC of .08 or higher is considered an alcohol-impaired-driving crash, and fatalities occurring in those crashes are considered to be alcohol-impaired-driving fatalities. The term 'driver' refers to the operator of any motor vehicle, including a motorcycle. A key finding states that there were 10,076 fatalities in 2013 in crashes involving a driver with a BAC of .08 or higher; this was 31 percent of total traffic fatalities for the year. The fact sheet also mentions that estimates of alcohol-impaired driving are generated using BAC values reported to the Fatality Analysis System.



# LHSC WEBSITE:

HTTP://WWW.LAHIGHWAYSAFETY.ORG/INDEX.HTML

The screenshot shows the homepage of the Louisiana Highway Safety Commission website. At the top, the header includes the text "LOUISIANA HIGHWAY SAFETY commission PUBLIC SAFETY SERVICES" on the left, "LOUISIANA department of public safety & corrections" in the center, and a search bar on the right. A navigation menu below the header contains links for "About Us", "Program Areas", "Statistics", "Resources", and "Grants". On the far right, there are social media icons for Twitter, Facebook, and YouTube.

The main banner features a photograph of a car on a winding road with the text: "SURE, THERE AREN'T A LOT OF CARS OUT HERE. THAT JUST MAKES IT EASIER TO SPOT THE UNBUCKLED DRIVERS." Below this, a smaller text reads: "It doesn't matter where you drive. If you don't buckle up you will get a ticket." A circular logo on the left of the banner says "BUCKLE UP OR FINE \$100 & MORE". Below the banner is a link: "Teen Drivers Information (Click here to View)".

Below the banner, there are three main sections. On the left, a section titled "DATA REPORTS" with a road icon and the subtitle "LOUISIANA CRASH DATA REPORTS". In the center, a section titled "NATIONAL CAMPAIGNS" featuring logos for "CLICK IT OR TICKET", "put it down", and "BUCKLE UP IN YOUR TRUCK". On the right, a section for "JOHN A. LEBLANC, EXECUTIVE DIRECTOR CUSTODIAN OF RECORDS" with a "mission statement" and a portrait of John A. LeBlanc. The mission statement text reads: "The Louisiana Highway Safety Commission administers the State's highway safety grant program. Louisiana's highway safety program is designed to reduce traffic crashes and the resulting deaths, injuries and property damage."

The footer contains copyright information: "© Copyright 2010 Department of Public Safety & Corrections, Public Safety Services :: Louisiana Highway Safety Commission" and links for "terms of use | privacy policy | contact us | strategic plan | DPS Employees: Web Mail / Intranet".